

62

[1963]

PRIDE'S

WORCESTER, MASS.



Bu
LUDWIG AMARYLLIS
hillegom - holland

if you have
friends, acquaintances or relations
that are interested in this booklet
please
let us have their addresses
for which purpose we have inserted
a reply-card

[1963]

special

LUDWIG

AMARYLLIS

important:

All named varieties offered in this catalog have been registered by the American Amaryllis Society, so that you may participate in any show. The registration numbers have been mentioned for each variety.

catalog 13

Pride's , Worcester, Mass.





LAFORREST MORTON (see page 11)

American Express (early)

Oriental red (somewhat lighter than 819) fine even color with slightly lighter red stamens. The throat is dark red with a violet red reflection. A robust Amaryllis with much flare. 2-3 Scares, 26-28" tall, each with four large, open, 8/8½" blooms. A fast grower, coming easily in full bloom. We specially recommend this variety, as it should have its place in every Amaryllis collection.

421

Price: \$ 3.25 each

Apple Blossom (early)

White with Dawn Pink (523).

The lower petals are of a lighter color shade almost white with a dash of Dawn Pink. The stamens are white and the throat is faintly greenish with a dark red ring.

2 Scares, each with four to five 8" blooms of a fine flat shape, all of which flowering almost simultaneously, suggestive of the abundant wealth of flowers of the blossoming apple trees.

422

Price: \$ 2.75 each

Attraction (half late)

A particularly fine variety with remarkable Capsicum Red Color (715) and an elegant shape.

The throat is dark and glossy with a perfect depth.

2-3 Scares, 28-30" tall, each with four 7½" blooms, their petals standing loosely, but yet elegantly and gracefully on their stems. A superior Amaryllis, strong and masculine and yet elegant at the same time.

457

Price: \$ 2.75 each

PICOTÉE
(see page 18)



Bella Vista (half late)

This welcome addition to our named Amaryllis collection is of a cherry red (722/722/l) color with a dark red throat.

Its shapely round flowers have a diameter of abt. 7/8", the petals being 2 1/2" long.

There are two scapes of 20/22", each bearing four elegant flowers. The variety is called after the villa, in which our late proprietress, Mrs. C. S. van Til-Zijlstra, lived at Hillegom.

555

Price: \$4.— each

Beautiful Lady (half late)

This superb novelty is of a light Mandarin Red (17 1/2) rather solid color, though the petals have a suggestion of Azalea pink in the middle; the stamens are of the same color shade, whereas the throat is somewhat darker.

The four blooms on each of the two 26" scapes are of the Leopoldii A type, very large (more than 10" diameter), round and flat (petals are 2 1/2").

Most of our customers would call the color salmon. The new introduction is an important improvement upon Bouquet and our Amaryllis friends that have tried it, rave about its large blooms, perfect shape and superior color shade.

756 D5A

Price: \$5.— each

Blazing Star (late)

This variety is of a very particular self color, viz. a dark vermilion red (slightly darker than Dutch vermilion No. 717) with a dark glossy throat.

Its blooms are large (nearly 10" diameter), round, and rather flat, the calyxes being abt. 4" tall.

Generally there are two scapes, 20-22" tall, each bearing four blooms.

We wish to bring the variety to your special notice, as it is a valuable asset to your Amaryllis collection.

463

Price: \$3.00 each

Bouquet (late)

A variety of a unique salmon color and a particular charm. The color-shade is a begonia pink (619) with a dark throat matching with Empire rose (0612). The throat is a dark-glowing color, beyond which the color is a shade lighter, viz. Empire rose (0621), the stamens of the same colorshade (0621) being particularly effectual. 2-3 Scapes, 25-28" tall, each with four 8 1/2" blooms of a flat and flawless shape, standing gracefully on their stems.

424

Price: \$3.— each

Candy Cane (half late)

A magnificent, two-colored Amaryllis, alternately red and white in the right proportions. All petals are white-edged, a white streak springing from the throat. Between the edge and the streak the color is a bright capsicum red, which makes it a jolly flower setting the heart of any Amaryllis Lover singing.

The stamens are pure white, the petals broad and flat, making for strong and compact flowers of 8-9" diameter, borne by two scapes 26-28" tall.

426

Price: \$2.75 each

Cardinal (early)

We offer this Amaryllis Novelty for the 5th season. It is a dark oxenblood red (820) with a very dark currant red throat.

There are four blooms of 8" diameter to each of the two scapes, which are 22-24" tall.

Cardinal is a variety that has conquered the hearts of all genuine Amaryllis-lovers.

464 Limited stock

Price: \$ 5.— each

Carousel (very late)

This new introduction is the twin-sister of Happy Memory, the picture of which is on the cover of this Catalog. The two dominating colors are a dark (darker than in Happy Memory) Capsicum Red and White.

The white veins on the petals form a clearly marked cross; along the veins there are some tiger-marks up to the petal edges.

The stamens and throat are greenish white, whereas the petals are not fringed and make for an ideal Leopoldii. A type with compact, well-closed and hardly bearded flowers. Two 30" scapes bear each four 9" round blooms.

754 D5A

Price: \$ 4.— each

Champion's Reward (early)

Vivid oriental-red (819) with a deep glossy throat. A particularly fine flower shape, rather round, and recurvate petals.

The backs of the petals are also gorgeously colored.

Two scapes, 26-28" tall, with each four large, open, nine inch blooms. A specially decorative plant and so far one of the bestsellers.

427

Price: \$ 3.— each

Christmas Gift (very late)

A superb novelty of a pure white color shade with a soft green throat.

It excels in growing fast and robust and developing nicely open and large flowers, also in having an elegant and loose flower-shape.

2 Scapes, 23" tall, each with four 8/9" blooms, the depth of the calyxes being 3 1/2".

The name suggests that it would do as a fine Christmas present, but it does not mean that it will be in full bloom at Christmas, for it is a late-flowering variety, for which reason it will be highly appreciated, since it will keep an Amaryllis lover's collection of all color-shades complete, when all other pure white varieties have done flowering.

539

Price: \$ 3.— each

Daintiness (half late)

A very fine porcelain rose (620) with a crimson rose glow towards the centre (22/2). The throat is veined with a soft green, the stamens being again porcelain rose (620).

2 Scapes, each with four blooms. A very promising variety.

428

Price: \$ 3.— each

Delilah (half late)

A particularly fine Begonia-pink salmon color (619) with a darker throat shading into red.

The lighter-colored petal edges make for transparent, glossy blooms, which are of a nice and rounded shape. 2 Scapes, 25" tall, bear each four 8" blooms.

A remarkable color, which the Amaryllis-lover is likely to call salmon-pink, and which is specially attractive.

429

Price: \$ 3.— each



WINTER
CARNIVAL
(see page 26)



LUDWIG'S ACE
(see page 14)

Diamond (half late)

A particularly fine geranium-lake red color (20) with a dark purple red throat.

The inner petals are slightly fringed and bearded.

Two robust scapes, 25" tall, each having four large, open 9" blooms. A unique color and a free-flowering potplant.

430

Price: \$3.— each

Doris Lilian (half late)

This variety, which is highly appreciated by most possessors, may safely head the list of our varieties, for it is peerless in its special Carmine Rose (21) color. The lower petals are somewhat lighter (21/1), and the petals end also in this lighter color shade.

The throat is a dark glossy carmine red. 2-3 Scapes, 26-28" tall, each with four 7 7/16" blooms of a fine, flat shape.

431

Price: \$2.75 each

Dutch Belle (early)

This new introduction is of a gorgeous rose opal (022) with stamens of the same color shade and a slightly darker throat.

The flower shape is decidedly Leopoldii A, the petals are more than 3" and the blooms have a diameter of 8".

There are generally two scapes, 26" tall, each bearing 3-4 blooms.

Though each scape has not always four blooms, they are of such a shape and size that nobody will notice the absence of an occasional fourth bloom.

8

755 D5A

Price: \$5.— each

Fantasy (half late)

A very outstanding variety, which beats description. The dominating color is Delft rose (020) with a faint light rose stripe on each petal, the tips of the petals being almost white to very light rose, rendering the shapely flowers very effectual. Further towards the centre the stripes change into soft applegreen, and deep in the throat there is a faint red ring, the stamens being white.

The four 7 7/16" blooms stand gracefully on the slender stems. There are generally 2 scapes, 24-26" tall, to a bulb. The variety appeals to any Amaryllis-fan and is a very good seller.

432

Price: \$2.75 each

Fire Dance (late)

A superb novelty, which is listed for the 5th time this season. Its color is a gorgeous Dutch vermilion (approximately 717) with dark violet red in the throat.

All the broad and flat petals are of a self-color and recurve symmetrically, so that the well-closed flowers lend it an air of strength and volume.

Its blooms are nearly 10" diameter, whereas the calyxes are only abt 3" tall, so that they are rather flat.

2 Scapes, 24" tall, bear each four very shapely blooms.

A variety that we specially recommend, as it is bound to be an enormous success.

465

Price: \$5.— each

Limited stock

Five Star General (very late)

A very special variety, which is, however, the last to bloom in our collection of named Amaryllis.

The 9-10" blooms are of a gorgeous signalred (719) color with in the centre a white star which shades with red streaks into full red towards the outer petals. The edges of the petals are slightly suffused with red streaks. In the throat there is a dark red ring and the upper petals are slightly bearded.

Generally there are two scapes, abt. 30" tall, with each four large blooms. The treatment of this variety, however, requires somewhat more care. The main thing that matters is the temperature, preferably 70 to 75 degrees Fahrenheit. As this variety is rather slow in coming into full bloom, it is advisable not to give it too much water, as otherwise the roots will start rotting.

The long period of waiting for its blooms will be amply rewarded on seeing this wonderful Amaryllis variety.

434

Price: \$3.50 each

Franklin Roosevelt (early)

Currant red (821), the upper petals having a blood-red reflection, the lower petals being of a somewhat lighter colorshade; a faint streak in the centre of the petals; very dark red in the throat; blood-red stamens.

2 Scapes, 25" tall, each with four 7/7½" blooms. The color is unique and the darkest red of all our Amaryllis.

433

Price: \$2.75 each

Flora Queen (half late)

This superb novelty first created a stir at the 1953 Heemstede Flora Show, where it focussed the attention of all Amaryllis-minded visitors. This season stocks are still small, and we shall only be able to send a hundred customers one or two clones.

Its color is a Spinel Pink (0625) with darker veins, especially in the throat. The shape of the flowers is really ideal, namely perfectly flat.

Two scapes, 24-26" tall, bear each four 8" flowers.

This Amaryllis Queen needs hardly any recommendation.

556 Limited stock

Price: \$5.— each

Happy Memory (very late)

To hold our late general manager, Mr. C. J. van Till, and his wife, Mrs. C. S. van Til-Zijlstra, who were killed in a tragic motorcar accident in September 1961, in fond remembrance, we have decided to call the best Amaryllis of this season Happy Memory.

This eye-catcher is an ideal color combination of Capsicum Red (715) and White.

The upper part of the 3" petals is dramatically veined or tiger-marked and slightly bearded whereas each petal is contoured by a very narrow clearly marked white edge.

Two 30/32" scapes bear each four 9/10" slightly fringed blooms of the Leopoldii A type with pure white stamens. The new introduction is decidedly a great improvement upon Five Star General and is the latest variety in our collection.

757 D5A

Price: \$5.— each



PEPPERMINT (see page 18)

Halley (half late)

Lively poppy red (16) (orange-red) with darker stamens and a very dark throat. All the petals are veined with a dark shade, imparting a special glow to the whole.

2-3 Scapes, 20-24" tall, each with four rather flat and beautifully round, 8" blooms.

435

Price: \$ 2.75 each

Heaven Sent (late)

Its color, a gorgeous Camellia rose (622/622/2) is out-of-this-world in beauty as the name suggests.

The stamens are of the same color shade and the throat is slightly darker, ending in a suggestion of yellow-green. The two 22" scapes bear each three 9" blooms of the Leopoldii A type, the petals are more than 3".

Though each scape has but three blooms, everybody is bound to agree with us that such an excellent variety is worth listing.

758 D5A

Price: \$ 5.— each

Home Decorator (late)

According to the Royal Horticultural Color Charts this new introduction is of a poppy-red (16/1) color, suffused with salmon, when the blooms are mature, whereas the scintillating throat is of a slightly darker color-shade.

Most of our customers would be more inclined to call its color salmon-orange or even orange.

2 Strong and robust scapes, 26/28" tall, bear each four 8/9" blooms.

We strongly recommend our customers to decorate their homes with this outstanding novelty.

702

Price: \$ 5.— each

Invincible (early)

This shapely semi-trumpet Amaryllis is a fine Capsicum red (715) with a dark red throat.

2 Scapes, 24-28", gracefully bear four 8" blooms each, which sometimes flower all at the same time.

An excellent variety that will find its way to Amaryllis-lovers.

437

Price: \$ 2.75 each

LaForest Morton (half late)

The novelty has a particularly fine color, which has not been seen in Amaryllis so far.

According to the Royal Horticultural Color Charts its color shade is Claret Rose (021); lively salmon rose would reflect our own impression.

The lower part of the petals is of a slightly lighter color shade. The dark rosy red throat hits off the desirable tone to perfect the combination to the eye, whereas the rosy red shade of the stamens once more stresses its perfection. The shape of the petals is ideal, not too round, but elegant and somewhat stylish, which is accentuated by the slightly uplifted flawless blooms.

The diameter of the flowers is 8" to 9", whereas the depth of the throat is abt. 3".

The novelty produces two flower-scapes, which are rather tall. Therefore it is recommendable to grow the variety in broad daylight to prevent the scapes from getting too tall.

390

Price: \$ 5.— each

Liberty Hyde Bailey (half late)

This new variety is one of the best red-colored novelties. The fantastic clear oriental red color shade (almost 819) is so glowing and striking that the variety is likely to be the eye-catcher in your Amaryllis-collection.

The self-colored blooms are nicely shaped, the broad petals lending them a robust and well-closed shape.

2 Scapes, 24-26" tall, bear each four 8/9" blooms.

466

Price: \$ 2.75 each

Love's Desire (early)

The color of this refined Amaryllis variety is Coral Pink (0619). The color of the outer petals matches most with porcelain-rose (620), whereas a white, but incomplete streak is highly suggestive of ease and looseness.

This variety focussed the attention of the public at the 1954 Amstelflora, and the judging committee spoke highly of this excellent Amaryllis novelty, providing it with an award of merit.

Two scapes, 24-26" tall, bear each four blooms of 8½"-9" diameter.

438

Price: \$ 3.— each

Lucky Strike (half late)

Gorgeous flowers of a solid oriental red (819) with a darker, oxenblood-red throat and of a fine round semi-trumpet shape the inner petals being slightly bearded; mostly two 22-24" scapes with each three to four blooms standing extremely gracefully on their stems.

Lucky Strike is an extremely beautiful variety. Needless to say that we specially recommend this outstanding variety.

443

Price: \$ 2.75 each



LUDWIG'S
GOLIATH
(see page 14)



CARDINAL
(see page 5)

Ludwig's Ace (half late)

An imposing „Ace" with an exceptionally gorgeous salmon-orange color shade.

Technically, i.e. according to the Royal Horticultural Color Charts, its color is Azalea pink (618-618/2), shaded light brick-red (016/1), deep Delft rose in the throat, running out lighter towards the centre.

Everything about this Amaryllis is robust and „acy", rendering it a stylish giant amongst our Amaryllis varieties.

2 Strong scapes, 23" tall, each with four large ,open, slightly flat, 8/9" blooms.

Within some years more varieties of the same type of Amaryllis will join this impressive newcomer, which is likely to claim its place in any Amaryllis-lover's collection.

540

Price: \$ 4.— each

Ludwig's Dazzler (half late)

A magnificent addition to our Amaryllis collection, which we consider to be one of our best whites.

The beautiful, widely-opened calyxes are so dazzlingly white and so perfectly shaped, that its appearance cannot but impress the onlooker.

The four 8/8½" blooms are flat, but sufficiently deep, and almost perfectly round, standing elegantly on their stems. Two scapes to a bulb.

This Amaryllis is a fine asset to our collection, a promising variety, which is to win the hearts of the Amaryllis lovers.

439

Price: \$ 3.— each

Ludwig's Goliath (late)

The largest-flowering Amaryllis amongst the scarlets.

This novelty, which we have already put to the test for some consecutive years, is of a brilliant red color.

Two 24-26" scapes bear each four 10-11" blooms of the rather flat and slightly loose type; its deep, dark red color is accentuated in the throat.

442

Price: \$ 3.50 each

Ludwig's It (half late)

A very large-flowered novelty, which is to make its appearance for the 6th time this season.

Its blooms, 10" diameter, are of a dark blood-red color (darker than 820), its throat being a dark currant red (821).

The large flowers are well-shaped, rather flat and stand proudly on their two strong scapes, which are 26-30" tall. A great addition to the new assortment.

467 Limited stock

Price: \$ 4.— each

Ludwig's Masterpiece (half late)

Dark Dutch Vermilion of a pure self-color with a dark, deep, glossy throat. A very prepossessing appearance of a flawless shape, perfectly round, flat and somewhat bearded.

2 Strong scapes, 28-30" tall, each with four to five very shapely, 7/8½" blooms.

This variety is splendid and harmonious in its entirety, and warmly recommended.

440

Price: \$ 3.— each

Ludwig's Scarlet (early)

A magnificent dark red (820), strongly accentuated in the throat.

The very special shape creates a strong and masculine impression.

The four 7½/8" blooms stand proudly on robust scapes. The inner petals are slightly bearded, making for full blooms. Four blooms flower generally on a 25" scape at the same time; often, however, the two scapes bear each four flowers in full bloom simultaneously, so that we warmly recommend this free-flowering variety.

441

Price: \$ 3.— each

Margaret Rose (half late)

A fine shrimp red (616/3) (Pink striped) with upper petals with a suggestion of a Mandarin red shade (17/1), the lower petals being of a pure Begonia rose color and the throat of a light mandarin red.

The soft rose stamens render the blooms all the more effective, whereas the broad petals make for a robust and strong shape. The calyxes of 8-9" diameter are flat and round, standing, four in all, with elegant and graceful pride on the two 26-28" scapes.

We need hardly recommend this perfect variety.

444

Price: \$ 2.75 each

Maria Goretti (half late)

The beautiful white calyxes are slightly fringed, giving a special distinction to this variety, which is free-flowering 2-3 Scapes with always at least four 8" calyxes to a scape, a strong grower with a promising future.

445

Price: \$ 2.75 each

Miss Margaret Truman (half late)

This is one of the favorites of the rose varieties.

A splendid color matching most with Porcelain rose (620) with a Camellia rose reflection (622), Camellia rose stamens and a dark rose throat.

2 Scapes, 26-28" tall, each with four 7½/8" blooms of an unsurpassable beauty, of a faultless shape, round to a nicety, with a perfect depth in the throat. The bloom makes a never-to-be-forgotten impression, and its special color cannot be replaced by any other Amaryllis. This excellent variety may not be absent in any fine collection of Amaryllis.

446

Price: \$ 2.75 each

Nivalis (early)

A pure white variety with a faint green in the throat, particularly well-shaped, rather flat and lasting flowers, opening greenish, but changing into pure white, when in full bloom. An Amaryllis in which there is a certain charm on account of its graceful flower shape and the elegantly proud way in which the blooms stand on their stems.

448

Price: \$ 2.75 each

Peacefulness (early)

A particularly well-shaped variety with large, almost round blooms. The color matches with something between blood red (320) and Oriental red (819) suffused with a carmine red glow.

A refined beauty breathing rest and peacefulness because of the soundness and perfection of its shape, and the true-ness of its color.

2 Long scapes, 28-30" tall, each with three to four 8" blooms. One of our best varieties.

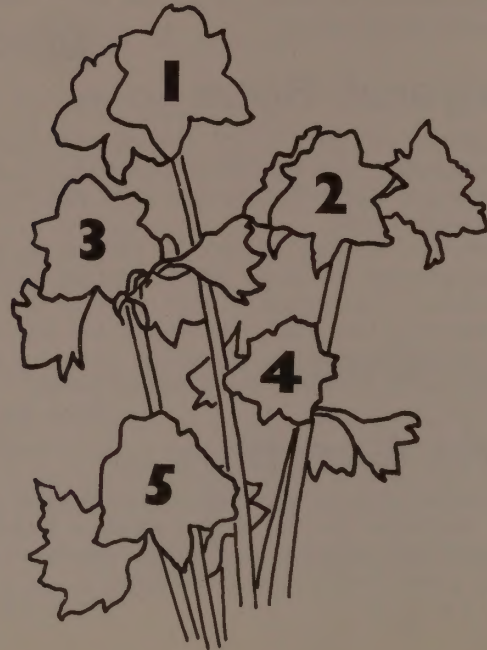
449

Price: \$ 3.— each



Amaryllis Gracilis

- 1 PICTURE (gracilis) (halflate) 471
- 2 PIXIE (gracilis) (early) 560
- 3 FIRE FLY (gracilis) (early) 469
- 4 VOODOO (gracilis) (early) 561
- 5 LITTLE SWEETHEART (gracilis) (early) 470
(see page 28)





LUCKY STRIKE
(see page 11)

Peppermint (late)

We are glad to have this conspicuous novelty on offer for the second time.

Its color is a striking combination of Red and White, the flowers consisting of five petals that are pure white with each two clearly marked Cardinal Red (822/3) streaks along their nerves, whereas the lowest (6th) petal is entirely pure white; the stamens are also pure white and the throat is a greenish white.

Two or three (we have had clones with even four stems) scapes, 26/30" tall, bear each four, five and in exceptional cases even six 8/9" blooms.

The variety is extremely vigorous and free-flowering and needs hardly further recommendation.

669

Price: \$ 5.— each

Picotée (half late)

A good many of our customers have now made the acquaintance of the special Picotée Amaryllis.

Through the time-devouring vegetative channel we have succeeded in producing some excellent varieties; we are glad that we are now in a position to offer them in liberal quantities, so that we need not disappoint our customers any more.

They are forerunners, however, of even better varieties, such as Square Dance, Dutch Doll, and others, which will make their appearance within a few years, though their propagation is still ticklish enough.

What we offer you now, is also especially beautiful, graceful and elegant, and their quality justifies the ever-increasing demand for Picotées.

We feel confident that our customers will seize the opportunity to get better acquainted with this entirely new direction in Amaryllis.

Picotée is of a rather loose shape, its petals being slightly twisted, resulting in a particular grace and elegance.

Its color is pure white, sometimes vaguely speckled with red dots; the petals are contoured or framed by a very narrow, clearly marked red edge. The throat is light apple-green with an occasional rosy red bottom.

The elegant loose shape of the attractive Amaryllis makes for an ideal and fantastic color contrast.

Two or three scapes, 20-24" tall, bear each four or sometimes five or six blooms of 9-10" diameter.

Picotée, the special novelty, is meant for a great future.

Price: \$ 4.— each

For those customers that are vitally interested in named Picotées we offer some small and limited quantities of two named varieties, viz.

Picotée Dutch Doll (half late)

which has a very dainty red edge on each of the loose and elegant pure white petals. Two or more scapes, 22/24" tall, each with four or more 7/9" blooms.

703

Price: \$ 6.— each

Picotée Square Dance (half late)

which has a fairly broad red edge on each of the loose and slightly curly, pure white petals and an apple-green throat. Two or more scapes, 26/28" tall, each with four or more 9/10" blooms.

704

Price: \$ 6.— each

Pink Favorite (half late)

The color of this exceptional Amaryllis is fine Camellia rose (622). The tips of the petals are a shade lighter rose (622/2), imparting a special freshness to the flowers.

Towards the centre of the flowers the color gets darker rose. The stamens are rose as well.

2 Scapes, 28-30" tall, each with three to four particularly large flowers, i.e. 8½-9" (and often even 10" diameter).

The calyx has a depth of 3" to 3½"; however, the flower is yet sufficiently flat, due to its extraordinary size.

This variety cannot but be appreciated by any Amaryllis-fan.

450

Price: \$ 2.75 each

Pink Perfection (half late)

This free-flowering Amaryllis with its perfect shape has a fresh rose opal (022) color, whereas the tips of the petals are a shade lighter (carmine 21/2), the throat being a dark carmine rose.

Two scapes, 24-28" tall, which generally flower simultaneously, bear each four 8", very shapely, flat and elegant blooms. Often there is a third scape, bearing another four blooms.

Needless to say we specially recommend this gorgeous variety.

451

Price: \$ 2.75 each

Pinksterflower (early)

Beautiful Azelea pink (618) with a slightly Poppy red reflection and apple-green in the throat changing into Camellia rose.

The petals have all a filmy white edge and a fine, flat shape. 2-3 Scapes, 25-27" tall, each with four to five 7/8" blooms. This scintillating type of Amaryllis we specially recommend.

452

Price: \$ 2.75 each

Prima Donna (half late)

This novelty has an extraordinarily attractive rosy color (Begonia rose 619) with a reflection of Azalea pink on the inner petals.

A color combination of two colors that only slightly differ, contrasting, however, in a refined way, the two colors being a perfect match.

The deep throat, which is of a darker rosy-red color shade, is in full harmony with this play of colors, the dark rose stamens accentuating its perfection.

It is indeed a perfect beauty, worthy of the name of „Prima Donna". The ideal flowershape is not too round, but elegant and graceful.

2 Scapes, 25" to 28" tall, each with four 8" blooms, the depth of the calyxes being 3½".

We would suggest to grow the variety in broad daylight to prevent the scapes from getting too tall.

541 Limited stock

Price: \$ 4.— each

19



FIRE DANCE
(see page 8)



ROYAL
DUTCH
(see page 22)

Royal Dutch (half late)

This novelty may be called an improved Fantasy. There are again three leading colors: the end of the petals is Orient Red (819/1) changing to very light Scarlet (19/1, 19/2 & 19/3) and to pure white and slightly green in the throat, whereas the stamens are pure white. The outer petals are of the same color combination, though slightly suffused with white.

The scapes, 22/24" tall, bear each four nicely round, but not too large (7/8") blooms.

In choosing its name we have met the wishes of all Amaryllis-lovers that suggested to name Amaryllis Novelties after the Dutch Royalties.

670

Price: \$3.— each

Salmon Joy (half late)

Soft mandarin red (17/1) (salmon orange) with a somewhat darker glow and faint lighter streaks running into the throat. The stamens are of a slightly livelier color tending to a light red.

2 Scapes, 30" tall, each with three to four magnificent 8/8½" blooms, which are of the flat type, slightly bearded, standing elegantly on their stems.

A particularly beautiful variety, which has always been in brisk demand scoring more and more success on account of its extraordinarily fine flowershape.

Price: \$3.— each

Sight Show (half late)

This „showy" novelty, which at once found favor in the public's sight at the Rotterdam Floriade in 1960, is of a peerless color shade ranging from gorgeous porcelain rose to carmine rose, slightly lighter towards the ends of the petals and darker in the throat, whereas the stamens are also of a superb rose.

2 Scapes, 26" tall, bear each four 8/9" elegant and shapely blooms.

This Queen of the rosy-colored Amaryllis and the rosy Novelty of the season need hardly be recommended by us.

671

Price: \$3.50 each

Silver Lining (very late)

A particularly beautiful addition to our named Amaryllis collection, which novelty may be compared with our Five Star General, though Silver Lining is more outspokenly of the striped type.

Each scape bears four to five flat flowers (9-10") of a red color with a white star, white stamens and a dark red ring in the very throat. The petal edges are white with red veins and the upper petals are slightly bearded.

A strong grower, flowering later, however, than most of the other varieties, though waiting for the breath-taking beauty of its late blooms will be amply rewarded.

458

Price: \$3.50 each

Spring Dream (half late)

Splendid Delft rose (020/1) is the color of this novelty, which we particularly recommend, as a culminating point of the Amaryllis Season.

Every Amaryllis-lover will come under the spell of this charming variety with its special rosy color of a warm tone, its refined shape, its dark rosy-red glossy throat running out into narrow veins to the petal tops and its beautiful stamens, deeper colored towards the lower ends, shading into lighter rose towards the middle.

2 Scapes, 25" tall, each with four 7/8" blooms of a perfect shape, the depth of the calyxes being 3 1/2". We expect Spring Dream to be an extraordinarily valuable addition to our ever-increasing color collection of Amaryllis.

542

Price: \$4.— each

Streaking Stripes (late)

A pure white new introduction with Mandarin red Stripes on each of the six petals, and an apple-green throat.

The three inner petals are slightly bearded.

A strong and vigorous grower with two fairly big scapes, 26/28" tall, each with four 8/9" blooms.

705

Price: \$4.— each

Symphony (half late)

The color of this novelty is a solid Delft Rose, deepening in the throat.

For connoisseurs that know Diamond (see page 5) the novelty will mean a great improvement upon the older variety.

The shape of the flowers (four on each of the two 24/26" scapes) is round to a nicety and the diameter of the flowers is 8 1/2", whereas the petals are 3-3 1/2" long.

We do not doubt but the novelty will soon be popular with any genuine Amaryllis lover.

557

Price: \$4.— each

Trixie (half late)

This royal novelty is called after our Dutch Crown Princess, Her Royal Highness Princess Beatrix.

Its color is a magnificent cherry-red (722/2) changing to Tyrian rose (24/1 1/2), which is slightly darker in the throat.

The color is suffused with a suggestion of orange, especially when exposed to full sunshine.

The stamens are of the same color-shade and the flower-shape is ideally loose and free.

2 Scapes, 22/24" tall, each with four 8/9" blooms.

We recommend this excellent novelty without any reserve.

706

Price: \$4.— each

United Nations (late)

Ideal color combination of pure white petals (3") with Vermilion stripes on each of the six petals, though least on the lowest petal, and slightly green in the throat. Two 26/28" scapes bear each four 9" blooms of Leopoldii B type with pure white stamens.

The triangularly shaped flowers are large and robust and ideally striped.

759 D5A

Price: \$4.— each

White Favorite (late)

A gorgeous pure white novelty with a somewhat greenish throat.

Four flowers, 8" diameter, on each of the two 24/26" scapes. The petals are abt. 3".

The flower-shape is ideally round, but the excellent variety needs ample time to come into full bloom.

558

Price: \$3.— each 23



TRIXIE
(see page 23)



DUTCH BELLE
(see page 8)

White Giant (half late)

A pure glistening white variety with good, compact, well-opened flowers. When just opening, the color of the flowers is not yet entirely pure white, but after some days the white will be intensified and consequently immaculate. The petals are namely a shade thicker than is normally the case.

2-3 Scapes, 22-24" tall, with three to four 7½/8" blooms with magnificent leaves which are mostly a dark blue-green during florescence, thus evoking a certain, exceptionally fascinating charm.

460

Price: \$ 2.75 each

Winter Carnival (early)

This pure white novelty will mean a Carnival to any genuine Amaryllis-lover in winter-time.

The dazzlingly white color is beautifully contrasted with a green throat, which creates a suggestion of light yellow on the petals, i.e. where the green of the throat changes to pure white.

The shape of the petals is loose and free, whereas the throat is rather deep.

2 Scapes, 25/27" tall, each with four 9/10" blooms.

Price: \$ 3.— each

Winter Joy (early)

A gorgeous, solid vermilion red variety, which is particularly free-flowering with its large, deep calyxes. The throat is a dark vermilion, whereas the petals end in a slightly lighter red. A bright fresh color, outstanding in the collection of our red-shaded hybrids.

Each of the two robust 26-28" scapes bears four 8-9" blooms. A magnificent variety, an excellent buy, which we recommend without any reserve.

461

Price: \$ 2.75 each

Wyndham Hayward (half late)

This Amaryllis is a particularly beautiful Amaryllis Hybrid, worthy of ranking amongst the best in any Amaryllis collection. The well-shaped flower of a magnificent dark oriental-red (819) is one of the best varieties we offer this season. The throat is a glossy dark-blood-red contrasting nicely with the slightly lighter red stamens. The flower is fairly flat, but not exaggeratedly so, and its desirable depth renders the whole very attractive. Generally two scapes, 28-30" tall, with four 8½/9" blooms, a strong Amaryllis with a gracefulness, whose level not every Amaryllis variety comes up to. In gratitude to Mr. Wyndham Hayward, Winter Park (Florida), who has contributed a lot towards popularizing Amaryllis in general and our strain in particular and who has grown and examined nearly any species and variety of Amaryllis in his Lakemont Gardens, we have called this Amaryllis Beauty after him.

462

Price: \$ 3.— each



LUDWIG'S
DAZZLER
(see page 14)

Fire Fly (early)

Clear Capsicum red (715) with a darker throat.

The petals are slightly pointed, lending the pretty flowers a special charm. The blooms are 4" diameter, the depth of the calyxes is 2½". Two or three scapes, each bearing four to six blooms.

Altogether this excellent Gracilis variety makes a splendid decorative plant, once it has fully developed its beauty.

469

Price: \$ 2.— each

Little Sweetheart (early)

The color of this small-flowered novelty is salmon-like red with a soft green-white throat, running out into the petals, giving it a starlike impression, the star being outlined by darker red streaks. Two or three scapes with each four or five shapely blooms of 4" diameter and 2" deep.

A very fine, graceful and free-flowering potplant, a Gracilis Variety worthy of your attention.

470

Price: \$ 2.— each

Pamela (very early)

Capsicum red (715) with a Uranium green star in the centre, the stamens being lighter red and a very light green towards the throat.

The shape of the petals is pointed, tall and elegantly loose, reminiscent of an orchid.

Two or three 20" scapes bear each five to six 3" blossoms.

559

Price: \$ 2.50 each

Picture (half late)

A glowing oriental red (819) with a white star and a white throat (a color combination as in Five Star General). Two or three scapes to a bulb, with each four blooms of abt 4" diameter, but somewhat deeper than the two previous Gracilis varieties. A crisp Gracilis variety, an eye-catcher, which is not likely to escape notice.

471

Price: \$ 2.50 each

Pixie (early)

Orange colored with a lighter heart (Dutch Vermilion 717), the stamens being light red, whereas the throat is somewhat greenish.

The shape of the petals is triangular and pointed.

There are five and sometimes even six flowers of 2-2½" diameter on each of the two or three 20-22" scapes. We highly recommend this free-flowering Gracilis novelty.

560

Price: \$ 2.— each

Voodoo (early)

Scarlet colored with a light green heart shading into white stripes in the shape of a star, whereas the throat is slightly green with darker scarlet; it is trumpet-shaped and the petals are ideally close.

There are two or three 16" scapes with each four to six 3-3½" blossoms.

561

Price: \$ 2.50 each

We offer you the six named Gracilis varieties for your kind attention at a total price of \$ 10.—.

Amaryllis Gracilis

After many years of intentional and experimental crosses we have managed to offer you six named varieties of this fine small-flowered Gracilis. They are the varieties: **Fire Fly, Little Sweetheart, Picture, Pixie, Pamela and Voodoo.**

Amaryllis Gracilis is free-flowering, and at the same time very early, it takes up less room, but is decidedly no less attractive than the large-flowered Hippeastrum.

No comparison should be made between the two strains, but Gracilis is just to be considered as a class by itself, a class nevertheless, which has its own special charm and is particularly suitable for small decoration and flowerwork.

The small and shapely florets are strong cutflowers, for which very reason they specially lend themselves for fine flowerwork.

For those who use Amaryllis, as a garden border plant, Gracilis is pre-eminently suited to be planted in front of the border.

Gracilis comes easier and earlier (abt a week) into bloom than Hippeastrum.

In a living-room Gracilis will certainly take its place, side by side with Hippeastrum; there is hardly any bulbous plant so suited for the purpose.

We hope that many customers will give Gracilis a modest trial (stocks are still limited) and inform us of their findings and experiences.

Amaryllis Sprekelia Formosissima

For those that are interested in all sorts of Amaryllis species we offer this article.

Its color is bloodred (820) with a whitish streak emanating from the throat.

The stamens are also blood-red and the throat is a shade lighter red.

The flower-shape is exotic (orchid-shaped), two scapes of each three, long, pointed and narrow petals.

The diameter of the flower is 5", the depth of the calyx 2½".

The scape is from 10-12" tall and bears only one flower,

which may be used for corsages or be left to embellish the garden, for it is no cutflower. Their leaves generally shoot up after florescence.

This Amaryllis species should be left in the soil and be covered with some straw or leaves, in the cold period to protect it from frost, for it hails from Brazil and Mexico and is not winter-hard.

The longer it is left in the soil, the better this Amaryllis species will bloom.

Price: Three bulbs for \$ 1.— 29



BOUQUET
(see page 4)



BEAUTIFUL LADY
(see page 4)

Cultural Directions for Amaryllis

The Amaryllis is one of the finest bulbous plants, displaying its wealth of beautiful and shapely flowers in winter and early spring. Forcing fair-sized bulbs to blooms is not so difficult, and may be achieved in any greenhouse, conservatory, sunparlor or front porch.

Hints in General

Use fair-sized bulbs to obtain good results, preferably bulbs of at least 10" in circumference (all our named varieties are of the 10"/up size or larger).

If properly treated they will flower, six to eight weeks after planting. In the Southern States of the U.S.A. Amaryllis are usually grown in the open. Please, bear in mind **that so-called maiden soil should be used**, i.e. a plot of ground in which no Amaryllis, and generally no other bulbs or bulbous plants have been grown before.

How to Grow Amaryllis ?

1. Amaryllis are mostly potted. Do not take too small pots; there should be a space of soil of abt. one inch between the bulb and the pot itself.
Shorten the roots to a length of abt. 5 inches. Pot the bulbs in such a way that one half is above the surface of the level of the earth in the pot, so as to give the roots enough space and soil.
2. Use good nutritious leaf-mould with some old decomposed dairy manure or horse-dung and press it together, but not too closely.
3. Dig the pots in a warm bench or bed in airy, porous earth, and cover up the bulbs so that abt. 2/5 inch of the bulbs is still visible. Distance from pot to pot should be abt. 8 inches.
4. Provide sufficient heating in the benches or beds: 70 to 80 degrees Fahrenheit. This may be achieved by means of heatingtubes under the benches or beds or of a 6" layer of horse-dung, which should be closely pressed.
5. See to it that the green- or hothouse is sufficiently heated, 70 to 80 degrees Fahrenheit, and let the daylight freely penetrate.
6. Water moderately during the first stage of growth; lukewarm water is recommended; on further development of the plant, administer more water.
7. When the stems grow longer, support them with the aid of a bit of stick.
8. When the flowers burst open, the plants should be put in a cooler spot, its temperature, however, being not lower than 60 degrees Fahrenheit. In this way they will keep their beauty longer.
9. After the plant has flowered, cut off the stems (scapes), keep the plants in the green- or hothouse, and administer regularly some liquid manure during the further growth. Do not give any more water after August 15th and take the bulbs from the benches or beds in early October, cut off the foliage and preserve the bulbs at 62 degrees Fahrenheit. When the flowerbud is visible again, the same treatment should be repeated, starting again with number 1.

PARCELS

Containing a choice collection of named Hybrids

For the convenience of our clients, and especially of our new customers we have listed 5 collections of named Amaryllis Hybrids this season to facilitate the choice for those who are less familiar with our varieties.

In these choice collections we have specially listed the highpriced varieties, reducing the prices, however, for such a collection.

You may be assured that we have composed these collections most conscientiously and that you will receive a collection of great diversity, both as to color and shape.

We reserve the right, however, to slightly modify the varieties of the hand-picked collections, if necessary.



APPLE
BLOSSOM
(see page 2)

Present and Gift Parcels

We shall be happy to supply you with the following **surprise parcels** which may be given as Christmas presents, gift parcels on New Year's Day, lending glamour to birthday parties and other festivities.

Just send us your checks, stating whom we are to send the parcel to, and if desired, we shall mention your name as sender.

Collection: A

\$ 30.— Free to Door

- 1 American Express
- 1 Apple Blossom
- 1 Bouquet
- 1 Doris Lilian
- 1 Love's Desire
- 1 Ludwig's Dazzler
- 1 Picotée
- 1 Pink Favorite
- 1 Sight Show
- 1 White Giant
- 1 Wyndham Hayward

Collection: B

\$ 25.— Free to Door

- 1 American Express
- 1 Bouquet
- 1 Franklin Roosevelt
- 1 Halley
- 1 Love's Desire
- 1 Ludwig's Scarlet
- 1 Maria Goretti
- 1 Picotée
- 1 Silver Lining
- 1 White Giant

Collection: C

\$ 15.— Free to Door

- 1 Apple Blossom
- 1 Bouquet
- 1 Candy Cane
- 1 Fantasy
- 1 Ludwig's Dazzler
- 1 Miss Margaret Truman

Collection: D

\$ 12.50 Free to Door

- 1 American Express
- 1 Champion's Reward
- 1 Halley
- 1 Miss Margaret Truman
- 1 Pinksterflower
- 1 White Giant

Collection: E (The Hundred Dollar Collection) \$ 100.— Free to Door

This all round collection contains 38 of our best named Amaryllis Clones, which we specially recommend to Amaryllis-lovers that have not yet imported our named Amaryllis Clones and really want to give them a serious try-out.

- 1 American Express
- 1 Apple Blossom
- 1 Beautiful Lady
- 1 Blazing Star
- 1 Bouquet
- 1 Carousel
- 1 Candy Cane
- 1 Champion's Reward
- 1 Daintiness
- 1 Delilah

- 1 Diamond
- 1 Doris Lilian
- 1 Fantasy
- 1 Franklin Roosevelt
- 1 Halley
- 1 Invincible
- 1 LaForest Morton
- 1 Liberty Hyde Bailey
- 1 Love's Desire
- 1 Lucky Strike

- 1 Ludwig's Dazzler
- 1 Ludwig's Masterpiece
- 1 Ludwig's Scarlet
- 1 Margaret Rose
- 1 Maria Goretti
- 1 Nivalis
- 1 Peacefulness
- 1 Picotée
- 1 Pink Favorite
- 1 Pink Perfection

- 1 Pinksterflower
- 1 Royal Dutch
- 1 Salmon Joy
- 1 Sight Show
- 1 Silver Lining
- 1 White Giant
- 1 Winter Carnival
- 1 Wyndham Hayward



NOTICE: NO ORDERS ACCEPTED FROM THIS CATALOG AFTER DECEMBER 31, 1963

TO OUR CUSTOMERS:

FALL 1963

WE ARE PLEASED AND PROUD TO BE AN AMERICAN REPRESENTATIVE OF THE FAMOUS LUDWIG AMARYLLIS FIRM OF HOLLAND. THIS COMPANY IS WORLD FAMOUS, AS THEY HAVE BEEN ONE OF THE TOP AMARYLLIS HYBRIDIZERS FOR OVER 30 YEARS.

NAMED VARIETIES. WE HANDLE MOSTLY NAMED VARIETIES WHICH ARE PROPAGATED VEGETATIVELY WITH TIME AND CARE SO THAT THEY WILL BE TRUE TO NAME.

GROWING INSTRUCTIONS. ALTHOUGH GROWING INSTRUCTIONS ARE INCLUDED IN THIS BOOKLET, WE WILL SEND ADDITIONAL INSTRUCTIONS CALLED "SUCCESS WITH AMARYLLIS" WITH EACH ORDER. WE RECOMMEND THE BOOK CALLED "AMARYLLIS". . . AND HOW TO GROW THEM" BY PEGGIE SCHULZ WHICH WE SELL FOR \$2.95 A COPY POSTPAID.

PRICES. IT IS IMPOSSIBLE TO PROPAGATE THESE MAGNIFICENT NAMED VARIETIES OF AMARYLLIS AND RETAIL THEM AS FIRST-CLASS BULBS AT "BARGAIN PRICES".

DELIVERY. DUE TO THE LATE MATURING OF BULBS FOR MAXIMUM GROWTH, FIRST-CLASS AMARYLLIS BULBS CANNOT BE SHIPPED UNTIL LATE OCTOBER OR NOVEMBER. ORDER IMMEDIATELY TO BE SURE TO GET WHAT YOU WANT. WE ARE USUALLY ABLE TO SUPPLY MOST OF THE VARIETIES UNTIL LATE WINTER. PLEASE NOTE THAT WE WILL NOT ACCEPT ORDERS AFTER DEC. 31, 1963 AS SHIPPING IN THE MIDDLE OF THE WINTER LEADS TO MANY LOSSES BY FREEZING.

GIFT SUGGESTIONS. THESE CHOICE AMARYLLIS MAKE EXCELLENT GIFTS FOR SPECIAL EVENTS. THEY CAN BE SHIPPED OUT DURING ALL BUT THE MOST SEVERE WEATHER. THEY ARE ESPECIALLY FINE FOR CHRISTMAS. IF WE RECEIVE YOUR ORDER EARLY.

FLOWERING. FOLLOW INSTRUCTIONS CAREFULLY, HOLDING OFF MUCH WATER UNTIL REALLY GROWTH BEGINS AFTER THE BULBS HAVE BEEN PLANTED. BULBS USUALLY FLOWER IN FROM 6 TO 8 WEEKS AFTER PLANTING. THE LUDWIG STRAIN IS FAMOUS FOR ITS ELEGANCE, REFINEMENT AND DELICACY OF COLORING AS WELL AS LARGE AND HEAVY PETAL TEXTURE. THE WONDERFUL NEW PINK VARIETIES ARE ESPECIALLY OUTSTANDING.

NOTICE. DO NOT SEND ORDER TO HOLLAND. NO C.O.D. ORDERS ACCEPTED. PLEASE USE ENCLOSED ORDER BLANK. AND ORDER AS EARLY AS POSSIBLE.

"PLANT WITH PRIDE"

PRIDE'S, 7 BOYCE ST., WORCESTER, MASS.

colophon

printed in the netherlands

by g. a. roelofs n.v. enschede

photographs c. v. rouendal amsterdam

d. kruger amsterdam

lemaire en wennink amsterdam

lithos graphic eindhoven

a.c.i. amsterdam

lay-out bob krone amsterdam

SILVER LINING
(see page 22)



LUDWIG AMARYLLIS